



*"To get **maximum value** from this live web-conference, **print this handout** so you will be **prepared to take notes** on each money making strategy revealed during the call*

~ Jerry Hart and Jeffrey Howard, Chief Trainers



Your Important Webinar Online Access & Dial-In Details

Date: Monday October 27th, 2008

Time: 6:00 PM (PST) / 8:00 PM (CST) / 9:00 PM (EST)

Dial In: 718-709-0659 (US Phone Number)

Access Code: 372-182-037

Link to Your Online Presentation:

<https://www1.gotomeeting.com/join/805762201/106427401>

Webinar ID: 805-762-201

Duration: 90 minutes (approximately)

Focus: **Create Your Social Media marketing Explosion**
Getting the Power to be Found with Tested Methods That Create Winning Info Products From Scratch... Grow Massive Prospect Lists... And Accelerate Your Wealth by Unlocking the Power of Your Soul and your Computer

Tips to Get the Most Out of This Training

1. Print this handout. Take notes during the Internet Income Training,
2. Think of how to quickly implement the secrets revealed from this training.
3. Make a deadline to complete at least 3 tips revealed during the training.

SPECIAL NOTE: This internet marketing training will start promptly according to www.Time.gov so please dial-in 5 to 7 minutes early so you won't miss any content. You'll be glad you did ☺

Step-By-Step 60-day
Create Your Social Media Marketing Explosion™
Preview Training

(Please write down your answers below during this live tele-conference)

“What are the Eight Unique Advantages Social Media has over other proven types of online and offline marketing methods?”

Additional Notes:

1) Increase Sales and Decrease Costs

Compared to the cost of traditional print--even websites--you can't beat Social Media for spreading your message. A website may have a certain following of people, but a true Social Media network, wherein people share information and interact, and feel part of an online community can spread the message much less expensively, more successfully, and to the desired group better than any other media.

2) Create Highly Responsive Lists

Your list is worth tens times more if it's built thru Social Media - in other words Social Media is a very authentic way of marketing. Your ethical bribe is your voice, your soul and WHO YOU ARE using Social Media. In today's world of relationship building online, Social Media at it's finest is not something you read, rather a way that they can listen to a real human voice...your voice, or the voice of the company. It's all about WHO YOU ARE, not what you do. You can use your mouth to create your message and watch your list grow at the speed of sound.

3) Easy for Low Tech People

I'm a techno dummy, and techno dummies can make lots of money with Social Media, as a matter of fact become multi millionaires. We discussed on the Preview Call, the journal analogy. The pile of pages you keep your thoughts, idea, expressions, what turns you ON and OFF, your "Journal". That is a consumer tool. If you're communicating one on one, including with yourself, that is a consumer product. You don't make any money with that. Now, take those meaningful conversations you're having and stick that on a blog, magazines, newspapers and it becomes a commercial tool and you make money. It is possible to make six and seven figures year after year without knowing how to put up a web site or web page

Another good example! Social Media turns YOUR passions and strengths from a consumer tool to a commercial tool. Consumer tools don't make money!!! Think about it, if you have a coffee maker at home, you're probably not making any money from it right.. Now if you took that same coffee maker, a consumer product in your home and placed it into a Starbucks, or in the bay area we have Pete's Coffee, you would make 10's of thousands of dollars each year with the same tool because you went from consumer tool to commercial tool.

4) Gain intimate information about your customers and competitors

Social Media has an unprecedented ability to connect you to your customers in a very intimate fashion. If your customers feel that respected by their Social Media experience, they will speak openly and helpfully about what works and doesn't work well. And, not only will they speak openly about *you* have to offer, but they'll also share what they like and dislike about your competition. Organizations pay a tremendous amount of money for focus groups, test marketing, pilot programs, etc., but Social Media can offer similar results if you listen carefully to what you're being told. Generally speaking, in my opinion, most people want to help--let them help you to improve your company and your products.

5) Residual, Passive Income

Residual passive income means you can take your content from your blog, community and podcasts, an article, any asset and build passive income in a membership community. You can also support residual passive income as training is the key to the castle so that people stay on board to enjoy your offerings or whatever membership site you have. Now with Social Media you have content without writers block.

6) Eliminate Writers Block

Most people hate to write. I have a block between my head and fingers. But there is no block between my mind and my mouth. This way I can create sales copy at the speed of sound. Writing is hard from getting started with a blank piece of paper, it's very hard to write. On the other hand, speaking is not hard...

It's important - Writing is easy....it's sitting down to write that's difficult.

Guess what? I don't sit down to talk. I'm standing up right now, because I want you to understand how powerful this simple technology can be for you and it's been under your nose

I have a mantra with all my vendors, "*Never invent - always improve.*" Originality is one of the most dangerous words in marketing and advertising. Rosser Reeves said that he invented the Unique Selling Proposition back in the 50's. He said you don't have to be original but you can improve upon originality. Thomas Edison improved on what was already there. Nicola Tesla

probably originated electricity as we know it...I wasn't there; many people weren't there, but that's the story. Thomas Edison died a millionaire almost a billionaire. Nicola Tesla died almost poor. Originality doesn't always pay out but you can improve what's already there. So improve upon what is happening for you. And what is happening for you right now

7) Blazing-fast information sharing

Many people start their day by checking their favorite Social Media sites. When they do, they can be the best purveyors of information throughout the Internet. What used to be shared by phone, is now shared by hotlinks to postings and articles of interest. If you want to share something new--Social Media can make it happen at lightning speed. **Share information with those who are REALLY interested**

The Internet has offered unprecedented opportunity for people with highly-specialized interests to find a forum, share their thoughts, and interact with others who share interest. If your Social Media efforts are well-placed, you can get your message to the exact group(s) that will sign-up, purchase, donate, contribute, share, or work with you on whatever your goal. Tread gently--be humble--and genuine because chances are high that the people you're interacting with may have far more experience on the subject than you.

8) Internet Radio Show Brand

Become a Larry King/Barbara Walters/Oprah Winfrey and no broadcasting fees...utilizing podcasting, that is audio on the web. Get audio of you or the voice of your online business on the web - who has the passion for the subject matter on your site(s) or blog(s)?

“What are the TWO BIGGEST REASONS people fail when they try to use the Law of Attraction?”

Additional Notes:

1) Focusing on what you DON'T want instead of what you choose to create in your life.

2) Failing to clear the blocks that are keeping you from receiving what you choose to attract into your life.

“What are the 7 Essential Steps to putting the ACTION into the Law of Attraction?”

Additional Notes:

1) Get crystal clear about what you want to attract in the first place.

2) Release/let go of any internal blocks keeping you from attracting the life or business that you want.

3) Emotionalize. “Feel” what's it's like to have, be, do what you choose to attract to your life or business. Stay in present tense.

4) Visualize. Use visual tools, dream boards, MasterMind Movies. Hold your vision in your mind's eye. Stay in present tense as if you already have what you want.

5) Trust that the process is working.

6) Pay attention and “follow the trail.” Notice and act upon what “shows up” around your intentions.

7) Maintain an “Attitude of Gratitude” about everything.

“What are the 7 most embarrassing mistakes made by ordinary people who are making real money using Web 2.0 on the internet and how can almost anyone learn to avoid them?”

Additional Notes:

There are a few mistakes that people make when using social networking sites to try to get more exposure for their business. These mistakes can be minor and not amount to much, or they can be fatal and cause you to lose your business and never make contact with anyone.

1) The Naked Profile.

If you try to use social networks by just signing up and sending bulletins and emails to people, you're missing the point entirely. If you don't have a profile that's the first thing people notice. You've already ruined your credibility and made yourself look like a scammer. Anyone who doesn't take the time to at least set up a simple bio page has nothing to present. Even if you add friends, what are they going to see? No one wants to do business with someone they don't know. To them you're like a stranger lurking in the shadows with no real identity. You also want to have a nice picture of yourself so they will see it when your activity comes up in the search engine of the site. If you don't have a picture people see you as the default no pic/blank photo and this makes you look like you're not professional or trustworthy.

2) Expecting that just setting up an account will yield results

Guess what? You have to do more than just set up an account to get results. If I had a dollar for every person that has told me they set up a LinkedIn account and nothing happened, I'd be rich.

3) Too much hype

We already know that your business is the next best thing since buttered bread, but when you have too much hyped up claim about how your business is making you a millionaire in three days, we can see right through it. If you're that rich why do you need to use social networks at all? You should be on a warm sunny beach somewhere enjoying your good fortune

4) Promoting yourself without providing value

The fact that you signed up for an account does not give you the right to promote yourself constantly. And it is a sure way to get people to run in the other direction. Social networking is all about making friends, being helpful, and being REAL. People want to do business with people they can identify with

and who they can get to know as a friend first and foremost. If they want to know what you're doing to make money online **they will ASK YOU**. Then you have the opportunity and the **PERMISSION** to tell them and they won't feel like they're being sold to.

5) Not using the right tools to connect with people

Virtually every site makes it possible to connect with other people (I think that is why they call it SOCIAL media). If you are not connecting, no one is finding you.

6) Giving up after a short time

Social media is about making and sustaining connections. The only way you can grow your influence is long term. Stop crying - if you do not like the fact that it takes time, don't do it at all.

7) Not intentionally building a target network

Don't pick the biggest network or the one that your kid brother said you should use. Find out where your current customers go and your target audience hangs out online. Intentionally build value and influence in the right communities, even if they are smaller.

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Please write down or click on the Private URL below to get free instant access to your gifts for attending this preview training...

http://www.mastermindmentor.com/explosionpreview/preview_bonus_page.html



Passion, Purpose and Clarity Video

with Jeffrey Howard

Step One in the Seven Days to Success system for attracting the life or business that you want is to be clear about what you want in the first place. In this concise video, attraction marketing expert Jeffrey Howard shows you exactly how to gain that clarity, with passion and purpose to drive your social media actions.



Three Essential Secrets You Must Know to Monetize Your Linked In Social Network (audio MP3)

Jerry Hart interviews Linked In Expert Zale Tabakman

Discover the three keys you must know in order to capitalize on the power of your Linked In network. How to grow your contacts quickly and get the most out of your Linked In account. Create valuable connections fast using these hot tips for monetizing one of the world's largest online business networks.





[Mari Smith's HOT new 3-in-1 Facebook Tips Report](#)

Yes, You Too Can Use Facebook® To Quickly Grow Your List, Create a Stampede of Loyal Followers, and Easily Put Six-Seven Figures Per Year in Your Bank Account When You Know the Secrets To Using Facebook® !

- 1. Ten Steps To Getting Started on Facebook®**
- 2. The 5 Mistakes Newbies Make on Facebook®**
- 3. Mari's Five Success Secrets for Using Facebook® Effectively to Grow Your Business**



[The Twitter Handbook](#)

by @CoachDeb & @WarrenWhitlock

The Twitter Handbook will show you:

- **What Twitter is all about**
- **Why people "tweet"**
- **FAQ's about Twitter and the Twittersverse**
- **Glossary**
- **How to best communicate with people on Twitter**
- **How people are making money on Twitter**
- **Where to download the most popular resources for Twitter**
- **...and much, much MORE!**



[Re-Invent Yourself Audio Program \(MP3\)](#)

with Pamela Harper, "The Queen of Visualization"

This audio set provides the necessary structure to reprogram your thinking by eliminating negative responses and at the same time instilling positive, productive thought processes. You are what you think about, make sure what you think about is what you want.

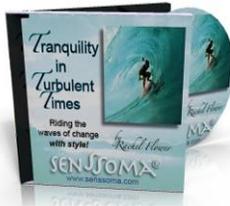




Leveraging Today's Social Internet

with Patrick Schwerdtfeger, author of "Make Yourself Useful, Marketing in the 21st Century" (audio interviews)

Over 4 hours of expert interviews to catapult your business forward. Topics include driving traffic to your website, integrating today's social media platforms, launching a successful business and using the law of attraction to accelerate your progress.



Tranquility in Turbulent Times (MP3 audio and e-book)

with Rachel Flower

Rachel Flower's unique, practical and powerful e-book and audio guide provides techniques that you can immediately apply to transform your life and your business.

- The # 1 reason why people get overwhelmed and how to break the reaction loop.
- How to create your desired emotional state at will.
- A simple technique for making clear decisions every time
- How to listen the language of your body
- How to release attachment to results and attract new possibilities into your life.
- ...and much, much more....



Speaking of Social!

There isn't anything that's much more social than taking a nice luxury cruise...What if YOU could cruise for FREE? Now THAT'S Rock Star Treatment.

[CLICK HERE TO GO TO THE FIRST VIDEO](#)

Let our friend Daniel Hall teach you how to take luxury cruises for free just by giving short talks. Enhance your offline and online presence, while you travel in style, for FREE. Daniel's video series shows you how it's done.

REVELLATIONS
Celebrating Your Potential



Revellutionize Your Life in 30 Days

with Revell Revati

We've all heard about The Secret™ yet we all know that sitting around "believing" our lives will change doesn't make it happen. This work/play book is a progressive 30-day process for anyone interested in evolution, self-empowerment, self-esteem and Revellutionizing™ their life. Daily exercises systematically take you deeper into your own psyche and bring you more awareness on how to change your life and to allow yourself to be, do and have everything you choose.

Six Steps to Manifestation

with Rich German, Author / Speaker / Coach



In this audio excerpt from Rich's book, *Living the Law of Attraction*, Rich clearly outlines the steps you can use today to begin to live the life of your dreams.

SPECIAL ADDED BONUS: Rich is also including a free recording of an interview he conducted with Bob Doyle from *The Secret*.

To get the full story on Jerry Hart and Jeffrey Howard's next "*Create Your Social Your Social Media Marketing Explosion™™™*", please visit this Website after this call

www.MasterMindMentor.com/explosion

“How have authors, coaches, entrepreneurs and independent professionals turned offline and online marketing strategies into ‘real money’ making profits since Jerry’s previous internet marketing training?”

Case Study #1:
Twisted-silver.com

[Additional Notes](#)

Case Study #2:
www.Americanthinker.com

[Additional Notes](#)

Case Study #3:
www.universityofmasters.com

[Additional Notes](#)

Case Study #4:
www.internaldrive.com

[Additional Notes](#)

What are you going to Gain by attending the 8-week Create Your Social Media Marketing Explosion webinar series?

Create Your Social Media Explosion Overview

- Three Ring Binders and Organizing
- Market Research
- Tune into your niche
- Data Driven Decisions
- LSI and Site Structure
- Paper Site Map
- Efficiency and Back-ups
- The Power of Wordpress For Publishing
- Images and Videos in Publishing---Reality Check
- Posting And Content Strategies...Jerry's Tools and Tips
- Posting and Content Strategies Part 2—Create a Publishing Schedule and Bonus Section on buying a Camera
- Wordpress Set-up and The Long Tail of the internet

Week 1

Define Who We Are
Professional Market Research
Tune into Your Niche

Week 2

Data Driven Decisions
Chose and register domain
Critical Step - Create Your Paper Site Map
Why Wordpress?
Show me around! I want to control my site

Week 3

Planning Your Site's Structure

Week 4

How to Achieve Website Success in Less Time
Set Up Your Computer for Efficiency
Syndicate Your Site - Why missing this step can hurt you

Week 5

Build Your Opt- in List Part 1
Images are so important

Week 6

Posting and Content Strategies
Participate in Social Media Sites, Monetize, and Maintain

Week 7

The Long Tail = Buyers. What is Long Tail Marketing?
How to Monetize Your Site

Week 8

Maintain Your Authority Site
Build Your Opt In List the 2.0 Way - Part 2

All 8-weeks, 1 hour each week

Only \$197

Plus One Month FREE of Social Media / Attraction Marketing MasterMind.
Additional videos every month and live session with experts on Social Media
and Attraction. \$37 per month after the first month.

All sessions recorded...

So don't worry about any schedule conflicts.

**And don't forget your FREE bonuses for
enrolling...**

Your Free Bonus Gifts

If you register before midnight, Friday October 31, 2008, for our Step-by-Step *Create Your Social Media Marketing Explosion™ Webinar* ... you'll also receive...

Jerry Hart's Internet Wealth Mentee System™
(\$3997.00 Value)

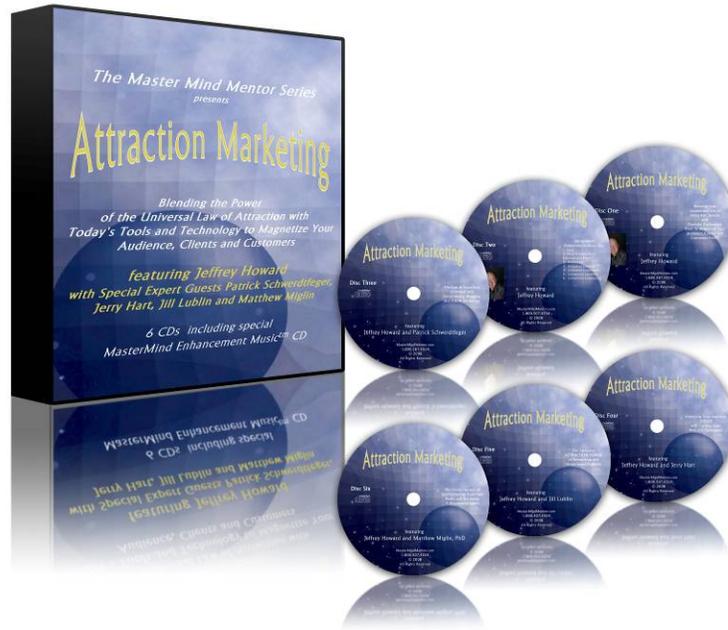


The Videos and CDs, both comprehensive and current, will open your eyes to the Internet marketing possibilities available to your business. For a detailed listing of the CD and Video titles organized by session and module, please click on the link:

<http://www.hartcreativemarketing.com/hartproductmasterlondon.xls>

And...

Jeffrey Howard's
Attraction Marketing
Audio Training Program (Digital Download MP3 Version)
(\$297 Value)



Discover the magic that happens when you blend together the power of the universal Law of Attraction with today's tools and technology for marketing in one explosive package.

- Learn a unique and powerful system for successfully applying the Law of Attraction
- Use public speaking (even in small groups) to explode your business
- Blend social media and other technology into your system to maximize your internet presence
- Apply proven PR and publicity techniques to grab media attention
- Become a real Rock Star in your niche by publishing your own books

In this unique simple-to-use system, you will learn to apply cutting-edge strategies and techniques never before blended together to multiply your marketing efforts. *Attraction Marketing* will show you, step-by-step, how to get your audience, clients and customers to beat a path to your door, easily and effortlessly. Your business will never be the same!

Register now to claim these gifts now:
www.MasterMindMentor.com/explosion

Plus over \$750 in additional bonus gifts from our partners...

...Including Facebook expert Mari Smith, who will be a special guest in our 8-week series.



Mari Smith

"The Pied Piper of Facebook"

Discover Top Money-Making and Persuasion Strategies Using Facebook (MP3, PDF, Streaming Video & Forum) **Total Value \$563**

Now you too can create a strong following, powerful presence, mega profits and rapid success using proven persuasion and money-making techniques on Facebook®!

Four downloadable MP3s + transcripts from Mari Smith, Ben Mack, Dave Lakhani and Richard Laermer from "Facebook Persuasion Week." PLUS, access to Mari's signature multi-media program, "Facebook Fortunes."



The Most Asked Questions About PodCasting **(\$47 Value)**

with Revvell Revati and Bo Astrup

Discover how to create online attraction using your voice and leverage the power of PodCasting. Listen in as Revvell Revati and Bo Astrup talk about the most asked questions they get when presenting one of their PodCasting seminars.



A Special Gift from Pamela Harper To the first 50 people...

Receive a personal consultation from Pamela. **(\$150 value)**

Pamela Harper will spend 20 minutes of individual time with you, either on the phone or in person. Gather your most dynamic questions for personal or professional life and have them answered here and now. Pamela Harper is the number one expert in accelerated transformational results.



What's Jerry's 7-Step Plan that is proven to automatically generate monthly residual revenues ... even for newbies who DO NOT have their own prospect lists or marketing topics?"

Additional Notes:

Step #1: Develop a strong brand. Without a strong brand it's harder (although not impossible) to build a popular blog. More importantly, without an effective brand, it becomes difficult to translate blog success into other endeavors. So it's critical to have a great brand (which should be considered personal brand) and make sure it permeates everything you do.

Step #2: Master monetization. Your media empire will die on the table if you can't monetize it. And using Google AdSense isn't enough. You need to learn about affiliates, sponsorships, text link ads, sponsored reviews, and more

Step #3: Learn more about marketing. There are certain techniques you can use to market your blog. Learn about email marketing and autoresponders.

Step #4: Find opportunities offline. As you're mastering the online world, look to offline opportunities as the next step. *Speaking engagements, coaching and consulting gigs* are a great way to branch out, learn about business from a different angle, and develop your reputation beyond a "blogger." You can build a successful, money-making blog as a blogger, but you can't build a media empire that way. You have to be known as an entrepreneur, media strategist, business person.

Step #5: Get help. You can't build a media empire alone. You need great people around you. Over time your role will be less about writing and day-to-day minutiae, and more about overseeing the entire operation. You'll need people to help you in those areas where you're lacking expertise, and also people to take on tasks that you can't devote your energy to. As you hand over the reigns of day-to-day affairs to others, make sure you incentivize and motivate those people daily. You're a boss now, not a single person working alone.

Step #6: Find opportunities offline. As you're mastering the online world, look to offline opportunities as the next step. *Speaking engagements, coaching*

and *consulting gigs* are a great way to branch out, learn about business from a different angle, and develop your reputation beyond a “*blogger*.” You can build a successful, money-making blog as a blogger, but you can’t build a media empire that way. You have to be known as an entrepreneur, media strategist, business person.

Step #7: Make lots of friends. The blogosphere is built on the concept of connections and friends. It succeeds because it encourages and rewards those who have conversations with others. You need to become part of the blog community.

“What are the 2 things you must embrace and understand as to what you **MUST** do to become wildly successful as an online marketer?”

You must learn to lead with **_content_** and promote with **_Passion_** with your audiences

“What are the 5 key attributes of reliable vendors for: writing sales copy, designing better converting Blogs and Websites, recording and transcribing audio and video content faster, editing, etc, etc, etc?”

Additional Notes:

Attribute #1: Your vendor will have seen problems more than once. Don’t waste time with vendors who are starting out. These vendors should be interns, not paid vendors

Attribute #2: Ask for new business referrals. Accelerate referral flows. Like attracts like. All of my vendors refer

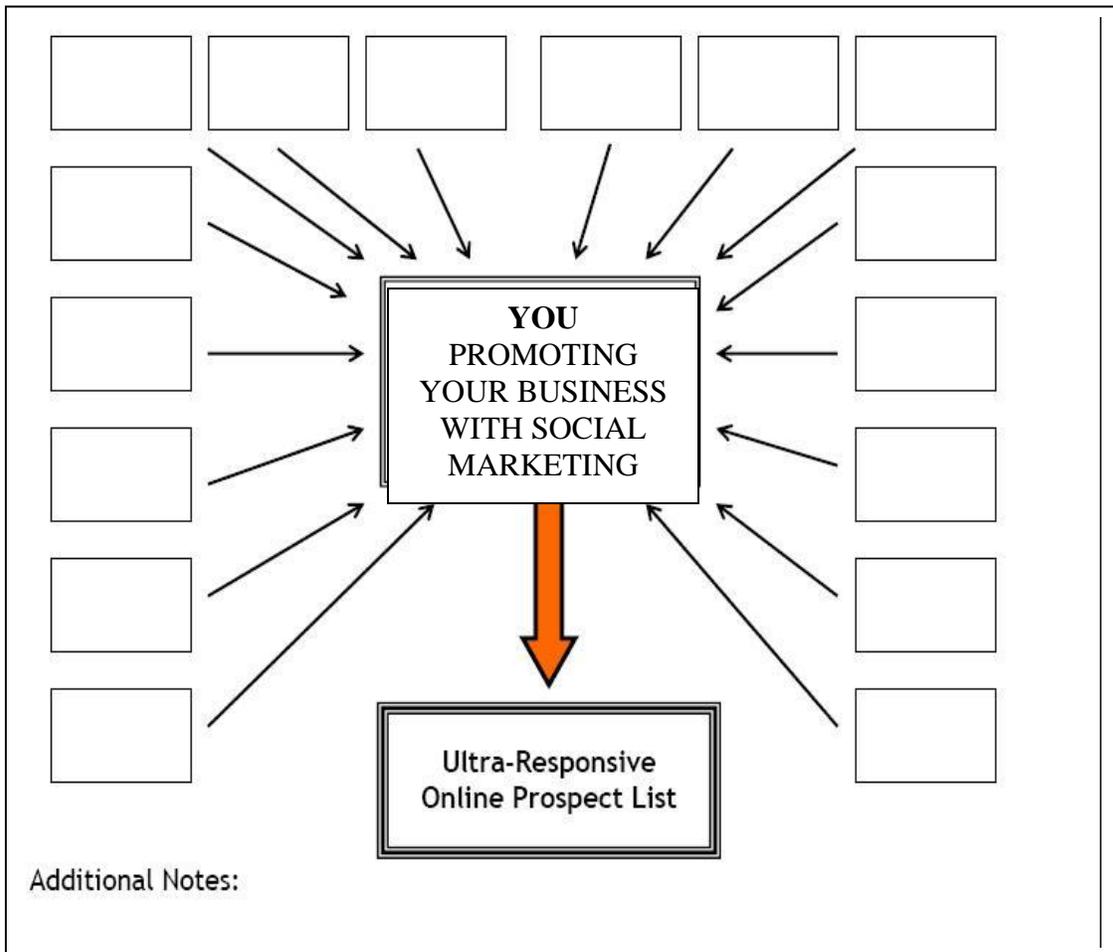
me business and those are only referrals I trust because they know me

Attribute #3: Are your vendors participating in networking, especially online? Are they part of a vendor network? Or, mastermind groups online?

Attribute #4: Accountability to deadlines. Accountability = Reliability

Attribute #5: Optimistic in nature. No gossip as they like to keep things confidential. Run from vendors that criticize, condemn, complain and gossip about their other clients. They most likely will also say those things about you

“What are a few of the fastest, easiest, most economical ways for marketers to automatically build their online lists utilizing Web 2.0 marketing strategies ... even if they are just starting from scratch?!”



1. **Have an Opt-In form** I can't tell you the number of times I visit a blog or website and immediately want to know more about the niche and I search and search for a newsletter or other sign up form and can't find an opt-in form. Put the sign up form "above the fold" (in the first screen you can see in your browser) and as close to the content as possible. I use borders, graphics and colored text to draw attention to my sign up forms. Make it easy by providing links to the form as well. Be sure to list

the benefits of signing up, ie; will they get free stuff or *"can't find it anywhere else secrets"*?

2. **Purchase an autoresponder account** - An autoresponder ensures that you can easily maintain contact with your prospects once they have signed up to your newsletter. We recommend Aweber.com as it is the service used with great results by most Internet Marketing Gurus.

3. **Use Articles To Create A Flood Of New Subscribers** - I've discussed the advantages of **article marketing** before. If you follow the advice in that article, you can have a steady stream of new subscribers beating a path to your sign up form month after month. Article marketing sets you out as an expert in your niche. People trust experts!

4. **Use Forums**- Forums have many benefits; you can find out what your prospects' problems are so you can provide an answer, and you can position yourself as an expert on the forum. **Identify Problems**- You need to find out what your prospects want an answer to, and find out why they haven't previously been able to find answers to these problems. Use forums, Google groups, Yahoo answers to do this. **Offer the solution to these problems**- This flows on from above. You've identified the above, now offer the solution. **Stalk The Forums** - Chances are your niche has any number of Internet forums you could visit and participate in. I found about a dozen forums where I could participate. Use a signature link to drive people to your site (if the forums will allow it, some don't) If the forums do not allow signature links, you can always wait for the opportunity to post a link to a helpful page on your site. Most forums will allow you to post a link in your user Profile as well. Even if you can't post links, if you're helpful enough and post quality suggestions to people's problems, they'll check your Profile to find out more about you and come across a link to your site. Don't underestimate Forums!

5. **Entice your site visitors**- Visitors are not going to automatically sign up to your Opt-In list. Entice them with free reports, mini-courses or discount coupons. Write an e-book, and give it away for free. Writing an e-book may seem like a dreaded task for some people, but chances are, you are skilled in at least one area. Take this expertise and knowledge, pump it all out in paper, package it up as a .PDF file, and distribute it

for free. If the e-book is even slightly helpful, you'll get your money's worth of backlinks in no time flat. Offer free copies at one of the popular webmaster forums. This method works great, and if written well enough, can lead to even greater opportunities. (Hint - if at all possible, slip at least one relevant affiliate link into your e-book for a nice residual income!)

6. **Testimonials.** When you purchase a service, product, or whatever else from a company online, especially from bigger sites, 99% of them will allow you to send in a testimonial. If you write one compelling and believable enough, there is a good chance that they will publish it. Make sure you add your link into the testimonial, and it may be the cheapest (free) high PR backlink you'll ever get. This method isn't guaranteed, but it's definitely worth a try

7. **Utilize hired help.** If you have an advertising budget, and are willing to spend money to ensure the long term survivability of your site, consider hiring a consultant to do the link building for you. Pay a virtual assistant \$9/hr (or whatever) and have their main goal be to get you backlinks (directory submission, blogroll exchanges, etc.). This can help you manage your time better and take a break from the tedious link building process. The money spent will be very much worth it in the long run. (Hint - elance.com)

8. **Ruffle some feathers with someone that matters.** This may sound harsh and unethical, but it's really not, as long as you don't cross the legal line. Sink your teeth into a popular blogger or webmaster, post about it, and watch the links pour in. Be careful not to cross the lines of slander or defamation of character. This can, and has been done many, many times throughout history. Always make sure you can justify your reason for slamming them - have sources, witnesses or friends that will back you up. This can be wildly successful.

9. **First, I made the most of [Technorati](#) tags.** I tagged every key word in each of my posts. Initially I did this manually but then I discovered a WordPress plugin called [SimpleTags](#) that made the job a whole lot easier. I found that by tagging my posts effectively they were getting a lot more attention than their untagged counterparts, and as an added advantage I was getting focused, quality traffic to the site

10. **Finally, I made effective use of trackback links to popular sites.** If I commented on a post on another site I would make sure that I set up the appropriate trackback for it. The results from this are varied depending on the site and post that you are linking to but since I liked to comment and interact with the wider blogosphere anyway, it was free traffic! (we'll talk about the details of all this in the 8-week program)

11. **Be the first on the scene.** With the multitude of new web startups, you can usually find out about them right away, and make sure you fire off a pre-made email interview template to them ASAP. Posting the first interview, or best interview, can garner hundreds of incoming links, even from big sites. This is surprisingly easy to accomplish, as most startups are willing to share information to create buzz.

12. **Sponsor a Wordpress theme.** With the amount of bloggers that use WordPress these days, there are always new themes popping up. Visit one of the popular webmaster or design forums, and take a chance at sponsoring a new theme. When you sponsor a theme (it costs anywhere from \$5-100), you usually get a link built in to the footer of the theme, so whenever someone uses it, it's an instant backlink to your site. There are people that have done this and been almost unbelievably successful with it. \$5 could land you several thousand links, if not more. If the theme gets super popular, your credibility rating skyrockets.

13. **Order up a Press Release.** For as little as \$20-\$50, you can hire someone to write and distribute a professional press release for your site. Press releases have the potential of being picked up by major media outlets (especially if your site is groundbreaking or super creative). At the very least, Google and other search engines love press releases, so natural incoming links are almost guaranteed. A professional press release also gives you an air of credibility that just may convince someone to link to you

14. **Build How-To lists.** This may not seem creative in itself, but think outside of the box. We all know that "101 ways to cheat at *World of Warcraft*" types of articles are wildly popular, and usually result in massive amounts of backlinks from relevant sites/blogs and social

bookmarking sites. So take it a step further and make an unforgettable, maybe even controversial how-to list. Example - "10 Ways To Kill Your In-Laws". You get the point.

15. A great tip for generating traffic is off-line by including your URL in all your off-line literature from business cards, letterheads, pamphlets, adverts through in-store signage if applicable. I even have our website on my vehicle.

16. Newsgroups. I always see a spike when I post a review to a newsgroup.

We hope that this updated handout with the answers we couldn't get to in the live preview was helpful.

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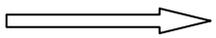
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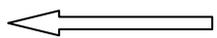


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